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Name: Examiner Jonathan OuelletteCompany: USPTO / GAU 3629Phone No: 703-605-0662Fax No: 703-872-9306FROM: Ramraj SoundararajanYOUR FILE: USSN 09/658,632

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This filing was originally sent on Friday, May 21, 2004. A facsimile confirmation receipt was never received from the USPTO. I am herewith resubmitting the filing.



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THERE WILL BE A TOTAL OF **13** PAGE(S) INCLUDING THIS COVER SHEET.
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In re Application of: Megiddo et al.

Filed: 9/8/2000

Docket No.: ARC920000029US1

Title: A System and Method for Improving the Effectiveness of Web Advertising

PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

		Application Number	09/658,632
		Filing Date	Sep 8, 2000
		First Named Inventor	Megiddo, Nimrod
		Art Unit	3629
		Examiner Name	Jonathan Ouellette
Total Number of Pages in This Submission	12	Attorney Docket Number	ARC920000029US1

ENCLOSURES (check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Lacasse & Associates, LLC	
Signature	<i>Nimrod Soundarajan</i>	
Date	May 21, 2004	

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.P. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

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Serial No.: 09/658,632

Group Art Unit: 3629

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Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

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AMENDMENT AFTER FINAL

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action of 4/19/2004 and further in view of the interview of 5/13/2004, please amend the above-identified application as follows:

MAY-25-2004 TUE 09:54 AM LACASSE AND ASSOCIATES

FAX NO. 7038387684

P. 05

ARC920000029US1
09/658,632

In the Drawings:

None

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PAGE 5/14 * RCVD AT 5/25/2004 9:56:26 AM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/0 * DNI:8729306 * CSID:7038387684 * DURATION (mm:ss):03:26